

# GOVERNOR'S TASK FORCE ON STEM EDUCATION K-12

DRAFT PLAN December 2014- June 30, 2015

(Prepared Dec. 4, 2015)

## COMMUNICATIONS AND ENGAGEMENT WORKING GROUP

Task Force members: Buck Beaudoin, B. Hallowell and Lauren E. Provost. Advisors: Tom Hassan and Eric Feldborg

*CHARGE: The Task Force Final Report to the Governor (2014) called for outreach and engagement with the various communities in New Hampshire including business, education, civic and the general public. In response to this recommendation, the Task Force on September 29, 2015, created the Communications and Engagement working group.*

**GOAL:** Support statewide communication needs for the Governor's Task Force working group activities as appropriate.

### NEXT STEPS:

- Create a *Communications Hub*, an interactive repository website for STEM programs, activities, accessible resources which will be relevant to all stakeholders interested in STEM Education.
- Prepare an outreach plan to support Task Force activities (this will be mostly news releases and emails publicizing TF work), based on goals of three other Task Force working groups. Outreach plan to be jointly determined with each working group.

### MILESTONES:

- Prepare working plan for communications support by January 2016 (as noted above)
- Website up by March 2016 (in 1.0 version, with continual improvements and updates to be determined)

### METRICS

- Website review by user groups (representative stakeholders)
- Analysis of media reports about Task Force work (analyzed for accuracy and frequency of coverage)

### DELIVERABLES:

- Website 2.0 version up and running that meets stakeholder audience needs by June 30, 2016
- Media outreach and stakeholder engagement report to track and document Task Force work

- An analysis of working group communications and engagement needs, with an actionable plan for following year prepared by June 10, 2016.
- Submit final draft of accomplishments as part of annual report to the Governor by June 30, 2016.